Permit #F00019430-A

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00019430-A **Type of Permit:** FILMING **Release Date:** 08/25/2009

Production Company PRECISION PRODUCTIONS

Insured Company Name PRECISION PRODUCTIONS

Contact Phone No. 1 310-839-4600
Contact Phone No. 2
Fax
Address 10718 MCCUNE
LOS ANGELES, California 90034

Production Title CAR COMMERCIAL

Type of Production Commercial - Standard

Producer ELYSE KATZ

Director TBD TBD

1st AD TBD TBD

Production Manager TBD TBD

FilmL.A. Coordinator Hans Groszkruger

Location Manager ELYSE KATZ
Primary Phone Mobile - 310-487-7963
Secondary Phone

Location Assistant TBD TBD
Primary Phone Office - 310-839-4600
Secondary Phone

Fees

LA COUNTY FIRE REVIEW $104.00

Total Permit Fee $104.00

Number of Locations 1

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Summary Information — Location

Permit Number	F00019430-A	**Location Manager**	ELYSE KATZ
Production Company	PRECISION PRODUCTIONS	Primary Phone	Mobile - 310-487-7963
Insured Company	PRECISION PRODUCTIONS	Secondary Phone	
Production Title	CAR COMMERCIAL		

Location Address 17700 Pacific Coast Hwy, Los Angeles, CA, 90272

Location Names WILL ROGERS STATE BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 8/26/2009 - 8/26/2009 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Beaches and Harbors Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

Please see attached documents
Precision, Elyse Katz (P).pdf
BEACHES and HARBORS WILL ROGERS BEACH CONDITIONS Dec 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Camera cars	1
Cranes	1
Cube Trucks	2
Generator	1
Motor Homes	1
Picture vehicles	1
Process Trailer	1
Semi Trucks	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	30

Filming Activities Camera & Equipment on Sand; Camera on sticks; Exterior Dialogue; 1 dog; building sand castle; driving scenes in parking lot only NO DRIVING SHOTS ON SAND; handheld equipment on sand;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines

Coordinator Note FILMING AT TOWER 7. NO WATER ACTIVITY

Coordinator Note The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.

Coordinator Note ANIMAL NUMBER: RO# R09-092503

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Coordinator Note RIDER "A" CHANGES START TIME FROM 0600 TO 0700. CATERING IS OK TO ARRIVE AT 6AM. COMMUNITY SURVEY FOR FILMING PRIOR TO 0700. NO RIDER FEE. RIDER ALSO COLLECTS COUNTY FIRE REVIEW FEE NOT COLLECTED ON ORIGINAL PERMIT FOR CANCELED MULHOLLAND AND TOPANGA LOCATIONS

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Precison Productions ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 3/1/07

Representative's Signature

Representative's Name (Please Print)

Producer

Representative's Title (Please Print)

Precision Productions POST

Name of Principal (i.e. company name) (Please Print)

10718 McCune Ave

Los Angeles, CA 90034

Principal's Mailing Address (Please Print)

Acct Mgr Catalin

Principal's Phone Number (Please Print)

310/839 4600

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

NOT PERMIT

Special Filming Conditions for Los Angeles County Beaches

WILL ROGERS STATE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ON SAND.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement and time. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **When utilizing beach in front of Gladstone's, companies must also contact Gladstone's (310) 459-9746**
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- No filming at Lifeguard tower #4
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

NOT A PERMIT